

ABSTRAK

Azka Razaqa (1307445). Strategi Kampanye *Public Affairs* dalam Organisasi Non Profit (Studi Kasus Gerakan Indonesia Diet Kantong Plastik). Skripsi Departemen Ilmu Komunikasi FPIPS UPI, Bandung (2017).

Penelitian kampanye *public affairs* dalam organisasi non profit sangat penting dilakukan karena dapat mempengaruhi sebuah kebijakan yang dapat mengatur publik terkait. Kampanye akan berhasil, diterima dan didukung publik tergantung bagaimana kualitas strategi yang digunakan oleh manajemen serta praktik dilapangan. Ketika organisasi memiliki kampanye yang baik akan mendukung perkembangan organisasi untuk mencapai tujuan yang telah ditetapkan. Penelitian ini dilakukan pada organisasi Gerakan Indonesia Diet Kantong Plastik (GIDKP). Tujuan ini dilakukan untuk mengetahui strategi *public affairs* dalam kampanye yang dilakukan oleh GIDKP. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Hasil penelitian ini menunjukkan bahwa GIDKP menggunakan strategi *public affairs* dengan melakukan pendekatan terhadap pemerintah, kelompok kepentingan dan media. Pendekatan terhadap pemerintah dengan strategi *direct lobbying* dan *grassroot lobbying*. Pendekatan terhadap kelompok kepentingan dengan strategi *engagement* dan *opinion leader*. GIDKP menjadi mediator antara Kementerian Lingkungan Hidup dan Kehutanan (KLHK) dan Asosiasi Peritel Indonesia (Aprindo) jika terjadi konflik. Strategi pendekatan terhadap media yaitu *proactive communications* dengan melakukan kontak langsung seperti siaran pers dan konferensi pers. Selain itu pendekatan media menggunakan strategi *semi control* dengan teknik menjadi pembicara atau narasumber di siaran media. Strategi pendekatan media yang terakhir adalah *bypassing* dengan mengembangkan media alternatif yang memanfaatkan teknologi saat ini.

Kata Kunci : Strategi *Public Affairs*, Kampanye, Organisasi Non Profit, Gerakan Indonesia Diet Kantong Plastik

ABSTRACT

Azka Razaqa (1307445). The Strategic Of Public Affairs Campaign in Non Profit Organizations (Case Study Gerakan Indonesia Diet Kantong Plastik). Undergraduate Thesis of Communications Department FPIPS UPI, Bandung (2017).

Research public affairs campaigns in the non profit organization is very important because it can affect a policy that can be set to public. The campaign will succeed, accepted and supported the public depends on how the quality of the strategies used by management as well as a practice field. When the Organization had a good campaign will support the development of organizations to achieve the objectives that have been set. This research was conducted on the Organization Movement Indonesia Diet plastic bag (GIDKP). The purpose of this is being done to find out the strategy of public affairs in a campaign conducted by GIDKP. This research uses qualitative descriptive method with approach case studies. The results of this study suggest that GIDKP uses the strategy of public affairs with the approach of the Government, interest groups and the media. Approach to the Government with a strategy of direct lobbying and grassroots lobbying. Approach to the engagement strategy with interest groups and opinion leaders. GIDKP be a mediator between the Ministry of environment and forestry and Indonesia Retailers Association in case of conflicts. The strategy of taking action against media approach that is proactive communications by making direct contact such as press releases and press conference. In addition media approach using strategies semi control with technique became speaker or keynote speaker at the broadcast media. The last media approach strategy was developed with the purpose of alternative media that uses current technology.

Key Words : Public Affairs Strategy, Campaign, Non Profit Organizations, Gerakan Indonesia Diet Kantong Plastik